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PRESS RELEASE FROM THE PREMIER, MR DUNSTAN.

9.10.73

LAND CONTROL INFORMATION

The State Government had launched a publicity campaign so that South Australians would be properly informed of the nature and scope of its plans to keep land costs down, the Premier (Mr Dunstan) said tonight.

First advertisements will appear tomorrow.

Mr Dunstan said the campaign was designed to ensure that members of the public were fully acquainted with the way in which the scheme would operate.

Legislation to keep land prices down is now before State Parliament Mr Dunstan said the Government had secured a clear mandate for this program at the last State Election and there was no doubt that it was a popular policy.

"However, it is also clear that the legislation is meeting with bitter opposition and outright misrepresentation from the vested interests involved and the big land speculators.

"The campaign was designed to clear up these misunderstandings and to let people know what was planned and how the Government would go about ensuring that young working families could afford their own home.

"Exaggerated, even outrageous, claims have been made about our proposals and have led to misunderstandings.

"The campaign is an informational one to put before the public the facts on how we are acting to protect the home owner and home buyers," the Premier said.